

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Michael A. Plotnick et al

Conf. No.: 5480 : Group Art Unit: 2621
Appln. No.: 10/006,874 : Examiner: Huy T. Nguyen
Filing Date: 14 November 2001 : Attorney Docket No.: T738-10
Title: Alternative Advertising in Pre-recorded Media

AMENDMENT AFTER FINAL REJECTION

This paper is being filed in response to the Final Office Action dated May 27, 2010 and is being timely filed by virtue of the accompanying Petition for Extension of Time (two-months), which extends the period available for reply through and including October 27, 2010.

Please amend the above-identified patent application, without prejudice, as follows: